

## Programme Information

BA (Hons) Fashion Management and Communication



- Are you looking for an opportunity to **top up your vocational qualification** with a university degree?
- Do you want to learn more about **the business of fashion** in an academic environment?

The Bachelor in **Fashion Management and Communication** at ECBM is a part-time programme which has been designed to meet the needs of young professionals willing to pursue an academic education whilst getting started with their career.

The structure of the programme has been developed so that you can efficiently study and work at the same time. The weekend seminars (Fri-Sun) during the 2 semesters are taking place in **Germany** (all four AMD locations under consideration). You do not have to travel to London or Wales.

**First Semester**

**Second Semester**

3 weekend seminars

4 weekend seminars

**Bachelor Programme Structure (12 months)**

The ECBM provides complete administration and tuition of the programme in full agreement with the University of South Wales which awards the BA (Hons) in Fashion Management and Communication degree.

For the duration of the programme students are registered with the University of South Wales, one of the largest universities in the UK and highly regarded for student satisfaction in Management Studies (National Student Survey, 2013).

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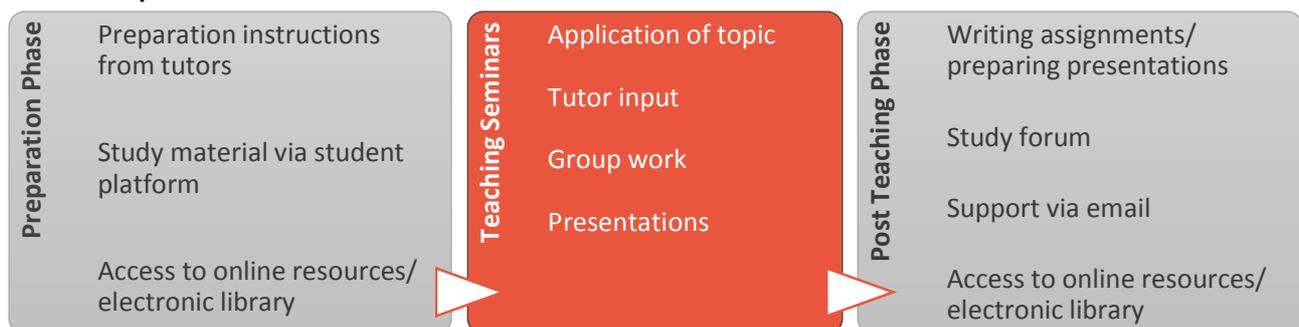
## Programme Delivery

The unique mix of different learning styles, called **Blended Learning**, is a modern form of teaching that combines e-learning, self-study and intensive in-class teaching seminars, aimed at professionals with limited time. The block seminars are learning opportunities that use case studies, group interaction and discussions.

Students are expected to actively participate in the seminars and therefore must complete the directed reading instruction from tutors, given in the preparation phase, to engage with the module content before coming to a session.

As a student on the programme you will have **access to our student platform at any place and time**. Even when you are away you can access the teaching material, get in touch with tutors as well as your fellow students about group work and study questions. In addition to the teaching material, supplied via our student platform prior to any teaching session, every participant receives access to electronic journal services with a broad range of relevant literature.

### Module Implementation



A balanced mix of university lecturers and academics with a strong business background and professional experience is the key to building a bridge between the worlds of academic, fashion and business.

In order to complete each module various assessments must be passed. The assessments consist of written assignments, case study presentations, group projects work and a dissertation.

## Programme Content

The Bachelor programme is administered and delivered by ECBM staff and quality assured by a state-certified UK university, which awards the internationally recognised qualification.

### Modules

#### Brand Management

This module concentrates on the role of branding in the fashion and media industries. Looking at the principles of branding, brand equity, brand value. It is delivered by teachers with first-hand experience of fashion branding.

#### Social Media & Professional Networks

This module is all about social media, e-communication and managing people in the journalism and fashion industries. Delivered with the help of a specialist journalist practitioner from the international journalism and social media field.

Established by the German-British Chamber of Industry & Commerce  
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*The ECBM is committed to Equal Opportunities.*



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### Modules (cont.)

#### Fashion Industry

Students will explore the fashion cycle and investigate new approaches for the promotion of product, from the business-to-consumer and or business-to-business.

#### Fashion Media

The underlying themes of the module are the impact of digital media on traditional print formats and the lack of critical press within fashion. The main areas covered are: Advertising, Print and Digital Media, Magazine Branding, Digital Editing and Layout for Print as well as Fashion Blogging.

#### Dissertation

This is all about researching a topic and coming up with a 'research question' that allows you to investigate an area of fashion/ media/ journalism. You will be briefed on this at the beginning of the programme and complete it as your final submission.

*The contents of the programme are being continually updated.*

## Accreditation

After successful completion of the programme students will be awarded with the internationally recognised degree "**BA (Hons) in Fashion Management and Communication**" by the University of South Wales. The entire degree encompasses 180 ECTS.

University of  
South Wales  
Prifysgol  
De Cymru

*ECBM is a collaborative partner of the University of South Wales.*

Since the announcement of the official resolution by the Ministry of Education and the Arts ('Kultusministerium') every European country has to accredit qualifications that are registered within their respective system. The specific organisations that are registered within Europe, like the University of South Wales, are to be found on [www.anabin.de](http://www.anabin.de).

For further details please see:

[http://www.kmk.org/fileadmin/veroeffentlichungen\\_beschluesse/2006/2006\\_12\\_15-Nationaler-Bericht-05-07-Bologna-Anlage.pdf](http://www.kmk.org/fileadmin/veroeffentlichungen_beschluesse/2006/2006_12_15-Nationaler-Bericht-05-07-Bologna-Anlage.pdf)

## About the ECBM

The European College of Business and Management (ECBM) is located in the heart of London and teaches in several locations across Germany. It is one of the most successful overseas Chamber Colleges and a leading provider of tailor-made business and management training for European companies and individual students. Established in 1988 by the German-British Chamber of Industry and Commerce it has developed various partnerships with Chambers of Commerce within Europe and is supported by internationally renowned companies such as Bosch, Commerzbank and Siemens AG.

The emphasis is set on the importance of continuous and lifelong learning. To date the ECBM has provided more than 12,000 students with important business, cultural and language skills to enable them to work successfully

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in an international environment. ECBM specialises in providing opportunities for the German market, based on flexible, internationally accredited programmes offered by its partner university in the UK.

## Why Choose this Bachelor Programme?

We have designed this Bachelor programme to offer you an academic qualification that builds up upon your vocational education. You directly enter the final stage of the Bachelor programme, after successfully completing the fourth semester at the AMD. Or if you choose to complete your AMD Diploma first you can join the BA top-up programme at any later stage.

This Bachelor programme offers young professionals a sound business education in the fashion industry, with a flexible but compact teaching schedule. The block seminar structure requires you to take only a few 'out-of-office' days for the duration of the programme, allowing you to develop and accelerate your career whilst gaining a higher education qualification.

Graduates who achieved their Bachelor part-time have demonstrated that they possess an extraordinary degree of self-motivation and time management. **By the time you graduate you will be a valuable and more versatile employee.**

## Entry Requirements

Successful applicants must have completed the first four semesters of the **AMD Diploma** in Fashion Journalism/ Media Communication (i.e. the taught element).

A good level of proficiency in the English language is required as the entire programme is delivered in English.

## Application Process

The admission process starts upon your submission of the online application form along with the supporting documents, such as your resume, employment/ internship references, diplomas and certificates.

Online Application Form: <http://www.ecbm-london.de/fuer-berufsschulenfirmen/amd-studenten/online-bewerbung-ba-creative-industries/>

We review and respond to applications within a couple of days of receipt. You will then be contacted to schedule an interview. The interview examines the data provided in the application and supporting documents, tests your level of English and evaluates whether your profile will meet the demands of the programme. After the interview, it will take roughly 2 weeks for us to review your file and provide you with a final decision.

Please apply until **01/05/2016** and indicate your preferred teaching location. The teaching venues will be chosen according to the most preferred AMD venue locations.

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*Thinking about what you can do after the Bachelor degree? – Have a look at our International Masters programme.*

#### Master in International Business and Management

The Masters programme (MSc) is aimed at young professionals wanting to deepen their business knowledge while enhancing their academic research skills. The MSc focuses on the international aspect of business that incorporates the importance of communication, leadership and management in diverse cultural environments.

No previous work experience is required as all topics are illustrated with case studies of real companies in various different industries.

**Duration:** 24 months

**Intake:** September

**Entry Requirements:**

- Bachelor degree
- Good level of English language knowledge

